1.   **(Twice amended)** A method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the method comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

9.   **(Twice amended)** A method of associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the method comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique first and second identifiers associated therewith, wherein the unique first and second identifiers are generated via a hashing function, comprising the steps of:

retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

retrieving the first and second content objects; and

combining the first and second content objects and the layout template to produce the requested Web page;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the first and second unique identifiers associated with the first and second content objects included within the generated Web page.

13. **(Twice amended)** A method of collecting information about the preferences of Web site visitors comprising the step of:

associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising the following steps performed by the Web server:

storing a record of the user request within a Web server log;

generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

serving the generated Web page to the Web client; and

appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

20. **(Twice amended)** A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

28. **(Twice amended)** A system for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes first and second content objects having respective unique first and second identifiers associated therewith, wherein the unique first and second identifiers are generated via a hashing function, comprising:

means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

means for retrieving the first and second content objects; and

means for combining the first and second content objects and the layout template to produce the requested Web page;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the first and second unique identifiers associated with the first and second content objects included within the generated Web page.

32. **(Twice amended)** A system for collecting information about the preferences of Web site visitors comprising:

means for associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising:

means for storing a record of the user request within a Web server log;

means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

means for serving the generated Web page to the Web client; and

means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

39.   (Twice amended) A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

47.   (Twice amended) A computer program product for associating dynamically generated Web page content with a user who requests a Web page from a Web server, wherein the user makes the Web page request via a Web client in communication with the Web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes first and second content objects having

respective unique first and second identifiers associated therewith, wherein the unique first and second identifiers are generated via a hashing function, comprising:

computer readable program code means for retrieving a layout template for the requested Web page, wherein the layout template defines how content objects are displayed within the requested Web page;

computer readable program code means for retrieving the first and second content objects; and

computer readable program code means for combining the first and second content objects and the layout template to produce the requested Web page;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique first and second identifiers associated with the first and second content objects included within the generated Web page.

51. **(Twice amended)** A computer program product for collecting information about the preferences of Web site visitors, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for associating dynamically generated Web page content with a user who requests a Web page from a Web server via a Web client in communication with the Web server, comprising:

computer readable program code means for storing a record of the user request within a Web server log;

computer readable program code means for generating the requested Web page, wherein the generated Web page includes a content object having a unique identifier associated therewith, wherein the unique identifier is generated via a hashing function;

computer readable program code means for serving the generated Web page to the Web client; and

computer readable program code means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated Web page.

REMARKS

Applicants hereby request further consideration of the application in view of the amendments above and the comments that follow.

Applicants wish to thank the Examiner for the courtesies extended to Applicants' attorney, David D. Beatty, during the telephonic interview on February 13, 2003.

Claims 1-4, 6-13, 15-17, 19-23, 25-32, 34-36, 38-42, 44-51, 53-55 and 57 are pending and stand rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 5,999,912 to Wodarz et al. ("Wodarz") in view of U.S. Patent No. 6,178,461 to Chan et al. ("Chan"), U.S. Patent No. 6,108,637 to Blumenau et al. ("Blumenau"), and U.S. Patent No. 6,311,211 to Shaw et al. ("Shaw").

In the Final Action, the declarations of the inventors under 37 CFR 1.131 filed on October 28, 2002, were deemed ineffective to overcome Chan as prior art. Applicants thereafter submitted a *Declaration of Needham J. Boddie, II under 37 CFR 1.131* dated January 3, 2003 with Applicants' response after final dated January 3, 2003. The Advisory Action stated that the *Declaration of Needham J. Boddie, II under 37 CFR 1.131* dated January 3, 2003 would not be considered because it was submitted after final action. Applicants hereby request entry and consideration of the *Declaration of Needham J. Boddie, II under 37 CFR 1.131* dated January 3, 2003, as well as the *Second Declaration of Needham J. Boddie, II under 37 CFR 1.131* submitted herewith.

Applicants respectfully submit that the *Second Declaration of Needham J. Boddie, II under 37 CFR 1.131* clearly establishes that the inventions of at least independent Claims 1, 9, 13, 20, 28, 32, 39, 47 and 51 were conceived and diligently pursued from prior to the effective date of Chan until the present application was properly filed with the U.S. Patent Office (i.e., constructively reduced to practice). Accordingly, Chan is not prior art against the